

The Value of Content Creation and Software

Ingram Micro | Digital Signage Division



Selling digital signage is about more than screens, size and resolution. Designing the entire solution requires knowledge and expertise, which is easily accessible through your Ingram Micro Technical Support team. Tom Jones, Ingram Micro technical solutions engineer, and Adam Baker, Ingram Micro technical support specialist, discuss why digital signage resellers should focus on content creation and software.

CONTENT STRATEGY

The core of digital signage is the content. Begin approaching the solution by connecting with the viewer. "I strongly suggest that you look at who's going to be in the front of the screen. The content has to be relevant to the viewer," says Tom. "For example, if the digital signage solution will be in a retail establishment, you want something related to branding either the store, or the merchandise that they sell."

CONTENT PLAN

Following developing your content strategy, you need a plan. Tom and Adam present a few questions to answer. "You need a plan in place on updating your content as your customers demand it," says Tom. "For example, if you're a 7-Eleven, are you going to refresh content daily or weekly? Do you want to have relevant real-time information? If so, do you need to show the weather? Do you need to show stock reports?"

DELIVERING THE MESSAGE

Managing content is facilitated through a range of resources and products. Central to displaying content is the media player.

"It's important to understand what a media player really is," says Tom. "A media player can, most times, be a stand-alone small PC. Others require special proprietary software."

KEEPING IT FRESH

If you're managing fresh content, several software platforms allow you to present a range of content. "Some of the vendors that we work with require an internet connection to get real-time information, like sports, weather and stocks," says Tom. "Others let you pull in information from an RSS feed or URL. Offline, there are some software platforms that can act as partial or full stand-alone solutions that make digital signage effective, like Broad-Sign, RidgeLogic and Samsung's MagicInfo. You can design your content so it doesn't have to go out and hit the cloud, but instead connects back to the server or LAN."

The bottom line is to think of your Ingram Micro Technical Support team as your team of advisors. "We can help you identify if you'll need more than one screen; suggest that you consider a long-term content strategy; or ask about next steps," says Adam. "We're always staying abreast of the newest technology and the latest vendors. We're there for you."

For more information about Ingram Micro's Digital Signage Division, contact its dedicated sales team at (800) 456-8000, ext. 77607 or visit ingrammicro.com/digitalsignageinfo.



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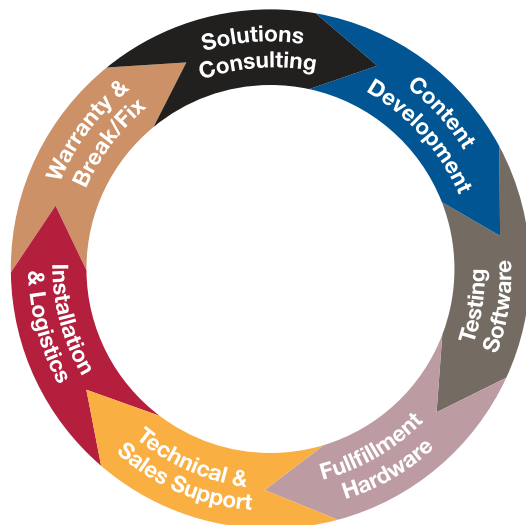
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Ingram Micro's Digital Signage Division offers a unique ecosystem for digital signage vendors and service provider customers. Through this division, resellers can garner higher margins around solutions and services based on existing technologies that can be sourced through Ingram Micro. Ingram Micro Digital Signage Division's dedicated team provides

customers with support, financing, leasing, training, sales and technical support resources. To learn more about Ingram Micro's Digital Signage Division, contact us at digitalsignagedivision@ingrammicro.com.

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